



Reimbursement Available for Marketing Internationally

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MADISON – If your company has been debating marketing your products internationally and just didn't know the best time, this may be it. The Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) encourages companies to apply now for the Branded Program, which assists small and medium-sized food and agricultural businesses sell internationally through reimbursement of costs.

“During the first three quarters of 2011, Wisconsin exported \$2.1 billion worth of agricultural products, a 24-percent increase over the same period last year and a record value,” said Jen Pino-Gallagher, the leader of DATCP's International Trade Team. “The Branded Program offers companies a great opportunity to increase your sales in the international marketplace by receiving 50-percent reimbursement on eligible marketing and promotional activities.”

Eligible activities include:

- International advertisements.
- In-store demonstrations.
- Participation in foreign tradeshows and exhibitions.
- Public relations.
- Package and label modification.
- Freight for samples.

Companies applying for the Branded Program must be able to provide adequate management and financial resources for export marketing development and be able to ensure a continuous product supply in the target market. Evaluation criteria for the application include anticipated economic impact, years of exporting experience and viability of marketing plans.

Branded Program applications for livestock companies will be administered by U.S. Livestock Genetics Export, Inc. at www.uslge.org. Branded Program applications for food, feed and wood product companies will be administered by the Food Export Association of the Midwest at foodexport.org.

Applications for the Branded Program will continue to be accepted throughout the next year pending continued availability of funds. The Branded Program is made possible through the United States Department of Agriculture's Foreign Agricultural Service.

In 2010, Wisconsin exporters accessed \$1.3 million in reimbursements from the Branded Program for international marketing costs. For more information on the Branded Program or other services available, contact DATCP's International Trade Team at 1-800-462-5237.

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